



THE 9TH WEST COAST

# **PRESS KIT**

March 22–25, 1984

SAN FRANCISCO

Civic Auditorium and Brooks Hall



**Computer Faire, Inc.**  
A Prentice-Hall Company

611 Veterans Boulevard  
Redwood City, California 94063  
415/364-4294

Release: Immediate

Contact: PResentation  
Associates  
617/522-2878

Local  
Contact: A. Guthertz  
415/668-2212

\* \* \* NEWS RELEASE \* \* \*

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### INNOVATIONS SPARK 9TH WEST COAST COMPUTER FAIRE

SAN FRANCISCO, CA — More than fifty thousand microcomputer enthusiasts, experts, and industry executives are expected to attend the 9th West Coast Computer Faire, March 22-25 in Civic Auditorium and Brooks Hall.

Occupying 130,000 square feet, more than 300 exhibitors will display the latest advances and innovations in the industry. In addition, the Faire will host 18 leading computer executives. This roster of industry "All-Star" speakers will be headed by keynote speaker, Bill Gates, CEO of Microsoft, Inc.

The Faire also features an extensive Conference Program that covers many issues critical to the future of the microcomputer industry. Noted experts will lead 75 sessions that include programs for ISO's (Independent Sales Organizations), educational forums, where vendors will give overviews of their newest products, and technical conferences given by IBM and Apple Computer for software developers.

For an additional fee, Faire visitors can attend half and full-day tutorials on C Language, UNIX\* Systems, and

**Show hours:**

Thursday, March 22 11:00 a.m.-7:00 p.m.  
Friday, March 23 10:30 a.m.-6:00 p.m.  
Saturday, March 24 10:30 a.m.-6:00 p.m.  
Sunday, March 25 10:30 a.m.-5:00 p.m.

best selling software applications packages.

A new addition to this year's Faire are Demonstration Rooms where visitors can get hands on experience with the latest systems developed and marketed by IBM, Apple, and the Digital Equipment Corporation.

"Our goal is to assemble the latest hardware, software, and services, under the same roof with users of information technology products," said David Sudkin, President of Computer Faire, Inc. "We see the 9th West Coast Computer Faire as a convocation of users and manufacturers who together sum up a year's development in the industry."

A daily grand prize of a complete Apple Macintosh Computer system with application packages MacPaint and MacWrite will be given away. Other prizes will be contributed by 800-Software, Andek Corp., AutoDesk, dilithium Press, Osborne, Rocky Mountain Software Systems, Sirtech, and Transcend Corp.

The hours of the Faire are :

- Thursday, March 22, 11 a.m. to 7 p.m.
- Friday, March 23, 10:30 a.m. to 6:00 p.m.
- Saturday March 24, 10:30 a.m. to 6:00 p.m.
- Sunday, March 25, 10:30 to 5:00 p.m.

Tickets are \$20 for all four days or \$12 per day. Price includes admission to the exhibits and the complete conferece program.

The 9th West Coast Computer Faire is produced by Computer Faire, Inc., a Prentice-Hall Company.

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**MICROCOMPUTER INDUSTRY EXPERTS GATHER FOR 9th  
WEST COAST COMPUTER FAIRE'S ALL STAR DAYS**

SAN FRANCISCO, CA — The 9th West Coast Computer Faire will feature an unprecedented gathering of eighteen microcomputer industry experts during the Faire's "All Star Days" Conferences beginning on Thursday, March 22.

Bill Gates, CEO of Microsoft, Inc., a leading publisher and developer of computer software, will kick-off the All Star series with his keynote address on Thursday, March 22 at 1:00 p.m. in the Crystal Ballroom of the San Franciscan Hotel.

Among the other "All Stars" scheduled to appear are Edward Bennett, President of Rockwood Systems, Jean Yates, CEO of Yates Ventures, and Gary Kildall, Chairman and CEO of Digital Research, Inc.

"The All-Star Conference is a rare opportunity for attendees to hear the views of high calibre industry leaders in one setting," said David Sudkin, President of Computer Faire, Inc. "The thoughts, commentaries, and ideas attendees will hear at this session will likely become the cornerstones of industry developments for years to come."

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#### NEWS CONFERENCE SCHEDULE

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All news conferences will meet in room # 303 in the  
Civic Auditorium.

#### Thursday, March 22

11:15 a.m. MIS Management Information Source, Inc.

2:00 p.m. Jeffrey Perrone and Associates

#### Friday, March 23

12:00 p.m. Rana Systems

3:00 p.m. P.C. World

#### Saturday, March 24

10:30 a.m. Syntauri

12:00 p.m. P.C. World

2:00 p.m. J N Z

3:30 p.m. P.C. World

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#### UPCOMING COMPUTER FAIRE INC. EVENTS

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UNIX\* Systems Expo/84, September 11 - 14, Los Angeles, CA

East Coast Computer Faire, October 2 - 4, 1984, Boston, MA

The 2nd PC Faire, October 25 - 28, 1984, San Francisco, CA

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### WHO'S WHO AT COMPUTER FAIRE, INC.

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East Coast Office  
181 Wells Avenue  
Newton, Massachusetts 02159  
(617) 965-8350

David Sudkin, President

Bill Littlefield, National Accounts Manager

Win Stone, Director of Marketing Development

Sally Nestler, Manager of Marketing Communications

Amy Nestler, Marketing Communications Coordinator

Mary Beth Wilson, Operations/Exhibit Services Manager

Sandy MacCaully, Exhibit Services Specialist

Joe DeStefano, Data Processing Specialist

Chris Kennelly, Assistant Operations Manager

Barbara Burke, Administrator

Barbara Skeffington, Executive Secretary

West Coast Office  
611 Veterans Boulevard  
Redwood City, California 94063  
(415) 364-4294

Alan Kuchek, Faire Conference Coordinator

Show hours: Carol Grant, Assistant Conference Coordinator  
Thursday, March 22 11:00 a.m.-7:00 p.m.  
Friday, March 23 10:30 a.m.-6:00 p.m.  
Saturday, March 24 10:30 a.m.-6:00 p.m.  
Sunday, March 25 10:30 a.m.-5:00 p.m.

Nels Anderson, Western Regional Sales Manager

Johanna Immerman, Advertising Sales Representative

Ira Kuchek, Marketing Analyst

Jan Yonally, Office Manager

Ruth McLendon, Administrative Assistant

Random Access Guide Staff

Jeannie Ditter, Managing Editor

Julie Clements, Design Director

Computer Faire, Inc. is a Prentice-Hall Company.

# THE 9TH WEST COAST COMPUTER FAIRE

## EXHIBITORS

### "Computing!"

3M Data Recording Prod Div  
800 Software Inc  
APPLE  
ARTSCI Inc  
AST Research Inc  
Abacus Software  
Accent Software Inc  
Addison Wesley Publishing Co  
Addmaster Corp  
Advanced Computer Controls  
Advanced Computer Products  
Advanced Micro Technology  
Advanced PC Software Inc  
Adventure International  
Algoram Computer Products Inc  
Allen Gelder Software  
Almanac Computer Supply  
Amdek Corp  
American Ink Products Co  
Ampro Computers Inc  
Analytical Engines Inc  
Anchor Pad of Northern Calif  
Anderson Soft-Teach  
Antic Publishing Inc  
Anvil Cases Inc  
Apparat Inc  
Apple Computer  
Applied Innovations  
Applied i  
Artec Electronics Inc  
Artira Inc  
Aspen Ribbons  
Atari Inc  
Ault Associates  
Autodesk Inc  
Awareco  
B&L Computer Consultants  
Business Computing  
Ben Torres Ribbon Service  
Berkeley Microcomputer  
Berkeley School for Comp Graph  
Berzuck Systems  
Bits & PC's  
Blaise Computing Inc  
Business Computing Inc  
Bluebush Inc  
Business Software Magazine  
Buss/Sextant  
Byte Industries  
Byte Publications  
c-systems  
CSI  
CBS Educational & Prof Pub  
CDR Systems Inc  
Calsoft  
Carousel MicroTools Inc  
Casemaker  
Cases Inc  
Casheab  
Center Productions  
Central Point Software  
Checks-To-Go  
Circus Computer Co  
Codys Books  
Colby Computer Corp  
Component Sales Inc  
CompuPro  
Compute! Publications  
Computech Systems  
Computer Biz Inc  
Computer Connection  
Computer Discount Products  
Computer Discount of America

Computer Furniture & Access  
Computer Gaming World  
Computer Insights  
Computer Literacy Bookshop  
Computer Science Press  
Computer Services  
Computer Shopper  
Computer Station  
Computer Technology Innov  
Contemporary ComputerWare  
Contractors Software  
Computerland of San Francisco  
Concord Computer Products  
Condor Computer Corp  
Corona Data Systems  
Corvus Systems Inc  
Creative Comp Peripherals  
Creative Computing  
Crunch Software  
Custom Computer Furniture  
DG/Systems  
DPR Personnel Services  
Data Base Computer Camp  
Data Dynamics Technology  
Datamation  
Design Enterprises of SF  
Dialog Info Services Inc  
Diamond Computer Systems  
Digit Magazine  
Digital Equipment Corp  
dilithium Press  
Discovery Games  
Diskus Products  
Don't Ask Software  
Doss Industries  
Douglas Electronics  
Dysan Corporation  
East Side Software  
Edu-Ware Services Inc  
Elcom Systems Peripherals  
Electro Mavin  
Elsevier: The Software Catalog  
Ensign Software  
Everex Systems  
FTL Games  
Floppy Disk Services Inc  
Forth Interest Group  
Forth Technology  
Freedom Won Computers  
Great Salt Lake Computer  
H & E Computronics Inc  
H & R Enterprises  
Harper & Row  
Handwell Corporation  
Hayden Book Co  
Heath Co/Zenith Data Syst  
Hi Tech  
Home Computer Magazine  
Hot Line Inc  
Houston Instruments  
Howard W Sams & Co Inc  
Hudson & Associates  
Human Engineered Software  
IBM  
Individual Software Inc  
Inet Corp  
InfoWorld  
Interface Age Magazine  
Interfirm Systems Corp  
International Apple Core  
Intl North Star Users Group  
JDR Microdevices Inc  
JNZ Inc  
JVB Electronics

Jade Computer Products  
Jandel Corp  
Japan Micro Computer Club  
Jay Gee Programming Co  
John Bell Engineering Inc  
John Wiley & Sons  
Kres Engineering  
Kaypro  
Kensington Microware  
Kern Publications  
Key Tronic Corporation  
Kings Mtn Computer Serv  
Know How Inc  
Kopp Systems  
Krell Software  
LASSEN Software Inc  
Learning Lab  
Lewis Lee Corp  
Lifetree Software Inc  
Michtron  
Madera Group  
Magnolia Microsystems  
Marina Computer Systems  
Maxell Corp of America  
Media Systems Tech  
Memotech Corporation  
Mendocino Software Co  
Mgmt Information Source  
Micro Data Tek  
Micro Discovery Mag  
Micro Flash Comp Syst  
Micro Gold  
Micro Peripherals Inc  
Micro Sphere  
MicroPro Intl Corp  
Microbits Peripheral Prod  
Microsci Corporation  
Microsoft Press  
Microware Exceltek  
Microwest Distrib Inc  
Mindware  
Minnesota Western  
Mission Computer Corp  
Mitsuba Corp  
Monarchy Engineering  
Moore Business Center  
Mossland Technology  
Mountain View Press Inc  
Mouse Systems Corp  
Mouser Electronics  
Nexa Corp  
North America Technology  
Northwest Digital Systems  
Nuts & Volts Mag  
Optimized Systems Software  
Orange Micro  
Osborne Computer  
Osborne McGraw Hill  
Overbyte  
P C Age  
P C Supply  
P C World Comm Inc  
P L Hagelstein & Assoc  
PBI Software  
Panamax Line Conditioning  
Parsec Research  
Passport Designs Inc  
Patrick & Co  
Patton & Patton  
Penguin Software Inc  
Personal Micro Computer  
Portable Computer Mag  
Practical Peripherals Inc  
Prentice-Hall

Priority One Electronics  
Program Design Inc  
Pterodactyl Software  
Quadram Corp  
Quicksoft  
Quiet Designs Inc  
R R Software  
R H Electronics Inc  
RCA MicroComputer Products  
Radio Shack  
Rana Systems  
Reston Pub Co Inc  
Rocky Mt Software Systems  
Rolltops Unlimited  
S F Apple Core Inc  
SGC  
SBT Corp  
Sam Clar Office Furniture  
Sextant Magazine  
Sigma Designs  
SirTech Software Inc  
Sirius  
Skyland Systems Inc  
So Calif Research Group  
Softsel Comp Prod Inc  
Softalk Publishing  
Software Magazine  
Software Options  
Software Strategies Inc  
Software Toolworks The  
Solid Corporation  
Staceys Books  
Stanford Bookstore  
Stellation Two  
Strategic Simulations Inc  
Strawberry Tree Computers  
Sunol Systems  
Sybex Computer Books  
Syntauri  
Szygy Computer Systems  
TAB Books Inc  
TG Products  
TNW Corp  
TOTL Software Inc  
Tall Tree Systems  
Technical Micro Systems Inc  
Techware  
Tecmar Inc  
Ten Speed Press  
Texas Instruments Inc  
Time Arts Inc  
Tom Burke & Associates  
Transend Corp  
Trionyx Electronics Inc  
Tronix Publishing  
USI Computer Products  
User Guides Inc  
User's Guide Magazine  
Vector Electronic Co  
Venture Micro Inc  
Videx Inc  
Vidiom Media Supply Inc  
Wadsworth Electronic Pub Co  
Walker Graphics  
Wayne Green Inc  
Wesper Micro Systems  
West Coast Business Products  
Western Computer Supply  
Whole Earth Software Catalog  
Wico Corp  
Widl Video  
Wood & Clay Hi-Tech Gameware  
Workman & Assoc  
Worldwide Software Pub  
Xcomp



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COMPUTER FAIRE, INC.

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It is a rare occasion indeed when retail buyers and consumers are invited to meet with industry's leading developers and manufacturers. Yet that is exactly the opportunity Computer Faire, Inc. (CFI) offers the more than 60,000 microcomputer end-users who will attend its 9th West Coast Computer Faire, March 22-25, at San Francisco's Civic Auditorium.

Founded in 1977, The WCCF has been recognized as the most significant and extensive computer show in the industry. Recently purchased by Prentice-Hall, CFI produces microcomputer trade shows designed to meet the educational and informational needs of the end-user.

CFI starts with the premise that the users of microcomputers span various levels of sophistication and employ the microcomputer as a tool in their businesses for financial management, data base management, word processing, and spreadsheet calculations. These consumers of information processing technology are also bringing these products into their homes where they are used to playing games, educating, and doing domestic bookkeeping and word processing.

**Show hours:**

Thursday, March 22 11:00 a.m.-7:00 p.m.

Friday, March 23 10:30 a.m.-6:00 p.m.

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traditionally served in its first eight years, and this ever growing population remains uppermost in the minds of CFI's new staff of planners, managers, and organizers.

CFI sees Computer Faire as being more than a huge showcase of computer products. CFI's goal is to assemble the latest products, services, and industry experts in the same location with serious end users that need what the industry offers and from whom industry must hear if it is to keep abreast of the trends and forces that drive this explosive field.

"CFI views each show as a convocation of users and producers who together sum up a year's development in the industry," said David Sudkin, President of Computer Faire, Inc. Sudkin has been involved with high technology organizations as a management and marketing executive for over 25 years.

To fulfill this vision of their role, CFI will continue to attract the most extensive and varied group of exhibitors who have something to offer all levels of computer users. This year, Computer Faire showcases more than 300 exhibitors of the leading hardware, software, and peripheral manufacturers as well as regional dealers and retailers.

This year's West Coast Computer Faire also features a rare gathering of 18 of the microcomputer industry's leading experts. These individuals will participate in the Faire's "All Star Days" which will focus on the future of the

computer industry.

CFI's new management team has also developed extensive product seminars, technical seminars for software developers, conferences geared specifically to the Independent Sales Organizations, and educational forums where potential customers can compare the latest software and hardware available on the market.

A new addition to this year's Faire, the demonstration rooms, will give Faire visitors the opportunity to gain hands on experience with the newest products from IBM, Digital Equipment Corporation, and Apple. Company representatives will be on hand to offer support and answer questions.

Similar show innovations will also be featured at these up-coming CFI-produced expositions: the East Coast Computer Faire, Boston, October 2-4, 1984; The 2nd PC Faire in San Francisco, October 25-28, 1984; and UNIX\* Systems Expo/84, September 11-14, Los Angeles.

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COMPUTER FAIRE HOSTS TECHNICAL CONFERENCES  
FOR SOFTWARE DEVELOPERS

SAN FRANCISCO, CA — The 9th West Coast Computer Faire is offering special technical seminars for software developers on IBM's new PCjr and Apple's new Macintosh.

The conferences will provide Faire visitors with an overview of the systems' hardware compatability, compatability for software applications development, and comparisons of the operating systems.

IBM's Entry Systems Division will unveil its PCjr's architectural system on Friday, March 23, from 3:00 p.m. to 5:00 p.m. at a technical conference, "IBM PCjr From the Inside Out." On Saturday, March 24 from 3:00 p.m. to 5:00 p.m., IBM will hold another conference, "Crossing International Boundaries with the PCjr." This session will focus on the PCjr's operation with foreign languages. Both conferences will be held in Room 408 in the Civic Auditorium.

On Friday and Saturday, from 12:30 to 2:30, representatives from Apple Computer will hold a technical

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conference entitled "Developing Software for Apple's Macintosh and Lisa."

Although geared to software developers, the conferences are open to all computer show attendees.

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#### NEW MARKETING STRATEGIES GOAL OF ISO CONFERENCES

SAN FRANCISCO, CA — For the first time, the 9th West Coast Computer Faire will host special conference sessions for Independent Sales Organizations (ISO's), Friday and Saturday, March 23 and 24. Intended exclusively for the trade, these conferences will take place between 9:00 and 10:30 a.m., before the doors open to the general public.

The ISO conferences will be specifically directed to meet the informational needs of computer dealers, distributors, and retailers of hardware and software. Subjects of discussion at the conferences will include marketing trends, vertical markets, training and support, distribution, and retailing.

"New microcomputer standards such as the IBM PCjr and the Apple Macintosh have contributed to a rapidly changing marketplace. These innovations provided the impetus for the ISO-targeted programs," explained Alan Kuchek, Computer Faire Inc.'s Conference Program Director. "The conferences are intended to help ISO's develop their marketing strategies by providing a forum to exchange the most current information available in the microcomputer industry."

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He continued, "We hope these discussions ultimately contribute to better service and an improved retail environment in the microcomputer industry."

"Developing an Aftermarket for PC Products" will be presented on Friday, March 23, at 9:00 a.m. in the Gold Room, Holiday Inn.

Also on Friday, "Multi-User Systems: New Sales Opportunity" will be held at 9:00 a.m. in the Crystal Ballroom of the San Franciscan Hotel.

On Saturday, "Merchandising Training Programs to Business and Professional Computer Users Sales Opportunity" will be held in the Gold Room, Holiday Inn.

A fourth seminar, "Software Distribution: What's Really Happening," will also be held on Saturday at 9:00 a.m. in the Crystal Ballroom of the San Franciscan Hotel.

The final ISO session, "Computer Literacy in the Home: Tapping In," will be held on Saturday, March 25, at 10:30 a.m. in Holiday Inn's Gold Room.

Please see the attached schedule for specific topics, times, and locations.

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ISO CONFERENCE SCHEDULE

Friday, March 23

9:00 a.m.

"Developing an Aftermarket for PC Products"  
Gold Room, Holiday Inn

MODERATOR: Mike Hogan, editor of Computer Merchandising Magazine

"Multi-User Systems: New Sales Opportunity"  
Crystal Ballroom, San Franciscan Hotel

MODERATOR: Phil Missimore, Eastman Publishing Company

Saturday, March 24

9:00 a.m.

"Merchandising Training Programs to Business  
and Professional Computer Users"  
Gold Room, Holiday Inn

MODERATOR: Ronnie Gunnerson, editor Computer Merchandising Magazine

"Software Distribution: What's Really Happening"  
Crystal Ballroom, San Franciscan Hotel

MODERATOR: John Dvorak, columnist, InfoWorld

10:30 a.m.

"Computer Literacy in the Home: Tapping In"  
Gold Room, Holiday Inn

MODERATOR: Jim McCullaugh, editor, Software Merchandising Magazine



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### 9th WEST COAST COMPUTER FAIRE OFFERS VISITORS HANDS ON EXPERIENCE VIA DEMONSTRATION ROOMS

SAN FRANCISCO, CA — Visitors to the 9th West Coast Computer Faire will have the opportunity to operate the latest hardware and software developed by IBM, Apple, and Digital Equipment Corporation in the Faire's Demonstration Rooms throughout the four-day show, March 22 - 25.

Representatives from the three participating companies will be on hand to offer support and answer questions. The Demo Rooms will be located in the upper levels of the Civic Auditorium, Rooms 303, 304, and 403.

IBM will demonstrate its PCjr product line, showing its "ease of use, user friendliness, and applications versatility."

Attendees will also see how the system works with foreign languages.

Visitors will also be able to try out Apple's Macintosh, which is touted as the "the computer for the rest of us." Macintosh is considered by Apple to be powerful, yet easy to operate and relatively inexpensive. The

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Macintosh demo will feature the computer's graphic capabilities.

Digital Equipment Corporation will present three of its newest computer systems, the Professional 350, Decmate II, and Rainbow 100. Digital will demonstrate how each of these systems can be applied to business, managerial, and technical environments.

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### 9th WEST COAST COMPUTER FAIRE SEMINAR SERIES

SAN FRANCISCO, CA — Two of the microcomputer industry's leading training firms will provide in-depth training on the latest software for attendees of the 9th West Coast Computer Faire. These training sessions will be offered at the Civic Auditorium. The seminar registration fees do not include the West Coast Computer Faire registration and admission.

International Technical Seminars (ITS) and Know-How Inc. will offer seminars on subjects such as the UNIX\* system, C language, database management, and how to avoid software rip-offs.

"Most people can't afford either the time or money for the training required to efficiently utilize all of today's complex software," said Alan Kuchek, Computer Faire's Conference Director. "This in-depth seminar series is designed to give attendees the opportunity to learn more about available software and to complement the Conference Program."

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ITS's seminars are: Beyond the Basics of BASIC, C by Example, Giving up Programming, The UNIX System, Administrating Your Micro UNIX System, Database Management on Your IBM PC, UNIX for the IBM PC, WordStar the Easy Way, Word Processing Using UNIX, Shopping for Your UNIX System, and Avoiding Software Rip-Offs.

Know How's Seminars are: Introduction to the IBM PC and DOS, Introduction to dBase II, Introduction to Lotus 1-2-3, Intermediate 1-2-3, Evaluating Spreadsheet Programs, and Evaluating Word Processing Programs.

See attached schedule for complete listing of topics, locations, and times.

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SEMINAR SERIES SCHEDULE

Introduction to the IBM PC and DOS

Thursday, March 22, 1:30 p.m. to 5:00 p.m.

Friday, March 23, 9:30 a.m. to 1:00 p.m.

Saturday, March 24, 1:30 p.m. to 5:00 p.m.

Sunday, March 25, 9:30 a.m. to 1:00 p.m.

Introduction to dBaseII

Thursday, March 22, 1:30 p.m. to 5:00 p.m.

Friday, March 23, 1:30 p.m. to 5:00 p.m.

Saturday, March 24, 9:30 a.m. to 1:00 p.m.

Introduction to Lotus 1-2-3

Thursday, March 22, 1:30 p.m. to 5:00 p.m.

Friday, March 23, 9:30 a.m. to 1:00 p.m.

Saturday, March 24, 9:30 a.m. to 1:00 p.m.

Sunday, March 25, 9:30 a.m. to 1:00 p.m.

Intermediate Lotus 1-2-3

Friday, March 23, 9:30 a.m. to 1:00 p.m.

Saturday, March 24, 1:30 p.m. to 5:00 p.m.

Sunday, March 25, 1:30 p.m. to 5:00 p.m.

Beyond the Basics of BASIC

Saturday, March 24, 9:30 a.m. to 4:30 p.m.

C by Example

Friday, March 23, 9:30 a.m. to 4:30 p.m.

Saturday, March 24, 9:30 a.m. to 4:30 p.m.

Giving Up Programming

Saturday, March 24, 1:00 p.m. to 5:00 p.m.

Sunday, March 25, 1:00 p.m. to 5:00 p.m.

**The UNIX\* System**

Sunday, March 25, 9:30 a.m. to 4:30 p.m.

**Administering Your Micro UNIX\* System**

Friday, March 23, 9:30 a.m. to 4:30 p.m.

**Database Management on Your IBM PC**

Friday, March 23, 1:00 p.m. to 5:00 p.m.

Saturday, March 24, 1:00 p.m. to 5:00 p.m.

**UNIX\* for the IBM PC**

Friday, March 23, 1:00 p.m. to 5:00 p.m.

Sunday, March 25, 1:00 p.m. to 5:00 p.m.

**WordStar the Easy Way**

Saturday, March 24, 1:00 p.m. to 5:00 p.m.

Sunday, March 25, 1:00 p.m. to 5:00 p.m.

**Word Processing Using UNIX\***

Sunday, March 25, 1:00 p.m. to 5:00 p.m.

**Shopping for Your UNIX\***

Friday, March 23, 1:30 p.m. to 4:00 p.m.

Saturday, March 24, 1:30 p.m. to 4:00 p.m.

**Evaluating Word Processing Programs**

Friday, March 23, 9:30 a.m. to 12:00 p.m.

Saturday, March 24, 1:30 p.m. to 4:00 p.m.

**Avoiding Software Rip-offs**

Saturday, March 24, 1:00 p.m. to 5:00 p.m.

## Attendee Promotion Program

The following avenues were utilized in an effort to attract business, professional, and home users of microcomputer products and services.

### o Random Access Guide (RAG) -

In promoting the Faire, the RAG, a tabloid size newspaper, included feature articles and new product developments written by industry and user community authorities. Exhibitor lists and Conference Program updates were placed in each issue, as well as preregistration forms and hotel information.

Issue #1	97,000 circulation
Issue #2	166,000 circulation
Issue #3	100,000 circulation
Total	<u>363,000 circulation</u>

### o Direct Mail -

A very targeted direct mail program was aimed at previous Faire attendees, Independent Sales Organizations, and up-scale business and professional audiences.

43,000	Preregistration Discount Offer (to previous attendees)
14,000	ISO Discount Offer (announcing special ISO sessions)
63,000	Book Premium Offer (to encourage first time attendance)

### o Newspapers -

Two major components of our newspaper promotional program are the special sections published by the San Jose Mercury News and the San Francisco Chronicle/Examiner, on Sunday, March 18th. These sections carried editorial material related to the Faire, as well as advertising placed by Computer Faire and those industry companies interested in reaching the key readership.

In addition to the special sections, a ten day advertising campaign included many of the Bay Area newspapers:

The Business Journal (of Santa Clara)  
The San Francisco Business Journal  
The San Francisco Chronicle/Examiner  
The San Jose Mercury News  
The Wall Street Journal (San Francisco Edition)  
The Walnut Creek Contra Costa Times

Area university papers also carried 9th Faire advertising.

San Jose State University - Spartan Daily  
Stanford University - Stanford Daily  
University of California - Berkley Science Journal  
University of California - Daily Californian  
University of Santa Clara - Santa Clara

o Publications -

Two publications carried information/advertising on the Special ISO sessions and discount:

Computer Retail News  
Computer Merchandising

Regional editions of Time and Newsweek carried general 9th Faire advertising.

o Radio -

Sixty second time slots were booked on the following radio stations to run two weeks prior to the show:

KCBS AM  
KGO AM  
KNBR AM  
KOIT AM/FM

9th Faire complimentary tickets were used in a promotional "ticket give-away" on these radio stations:

KTBU  
KGO  
KSFO  
KNBR

o BART/Bus Advertising

11x5' posters were located in a number of BART stations throughout San Francisco and some suburbs. Over 60 buses carried Faire advertising throughout the financial and downtown areas.

o Public Relations -

An extensive public relations effort was developed to place All Stars and conference speakers on radio and television talk shows. Press releases were also sent on a regular basis to general media, monthly publications, and electronic media to generate interest and enthusiasm for the 9th West Coast Computer Faire.

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**Computer Faire, Inc.**

A Prentice-Hall Company

611 Veterans Boulevard  
Redwood City, California 94063  
415/364-4294

Immediate

Release:

Contact: PRresentation  
Associates  
617/522-2878

Local  
Contact: A. Guthertz  
415/668-2212

\* \* \* NEWS RELEASE \* \* \*

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#### EDUCATIONAL FORUMS ALLOW FAIRE ATTENDEES TO MAKE COMPARISONS

SAN FRANCISCO, CA — Microcomputer end users from novice to expert will have the chance to hear a panel of experts compare microcomputer hardware and software products by attending the educational forums offered at the 9th West Coast Computer Faire.

Several vendors will present their products and an independent moderator will lead discussion on the similarities and differences among them.

The forums will be held throughout the four day event and will meet in the Gold Room of the Holiday Inn and the Crystal Ballroom of the San Franciscan Hotel.

The round table discussions at the forums will cover topics such as user interface, word processing, network v. multi-user, spreadsheets, accounting packages, and integrated systems.

"We decided to offer these forums so that attendees can make the right decision when they are ready to buy a microcomputer system," said Alan Kuchek, Computer Faire's

#### Show hours:

Thursday, March 22 11:00 a.m.-7:00 p.m.  
Friday, March 23 10:30 a.m.-6:00 p.m.  
Saturday, March 24 10:30 a.m.-6:00 p.m.  
Sunday, March 25 10:30 a.m.-5:00 p.m.

Conference Program Director. "This program will provide the attendees with a cost effective and painless way to survey the marketplace for their software and hardware needs."

On Thursday, the forum will discuss network vs. multi-user systems.

On Friday, the discussions will include word processing and user interface/operating environments.

Saturday's forums include spreadsheets, accounting packages, and database management systems.

Sunday's discussions include S-100 Bus Today, Training, Integrated Software Systems, and Advanced Microprocessors.

See attached schedule for a complete listing of times, locations, and topics.

The 9th West Coast Computer Faire is produced by Computer Faire, Inc., a Prentice-Hall Company.

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EDUCATIONAL FORUM SCHEDULE

Network vs. Multi-user

Thursday, 3:00 - 5:00. Gold Room, Holiday Inn

1. Digital Research Corporation
2. North Star
3. 3Com Corporation
4. Gifford Computers

Word Processing

Friday, 11:00 - 2:00, Gold Room Holiday Inn

1. MicroPro
2. Microsoft
3. Sorcim
4. Bruce and James
5. Samna

User Interface/Operating Environments

Friday, 2:30 - 5:30, Gold Room, Holiday Inn

1. VisiCorp
2. Microsoft
3. Digital Research Corporation
4. Apple
5. Hewlett-Packard
6. Quantum

Spreadsheets

Saturday, 11:00 - 1:00, Gold Room, Holiday Inn

1. Microsoft
2. Chang Labs
3. Sorcim
4. VisiCorp

Accounting Packages

Saturday, 1:30 - 3:30, Gold Room, Holiday Inn

1. MBSI
2. TCS Software
3. Champion
4. Solomon

Database Management Systems

Saturday, 4:00 - 6:00, Gold Room, Holiday Inn

1. Ashton-Tate
2. MicroRim
3. Software Publishing

S-100 Bus Today

Sunday, 12:00 - 2:00, Gold Room, Holiday Inn

1. CompuPro
2. Cromemco

Integrated Software Systems

Sunday, 12:00 - 2:00, Crystal Ballroom, San Franciscan Hotel

1. Chang Labs
2. Lotus Development Corporation
3. Context Management Systems

4. Open Systems

Training

Sunday, 2:30 - 4:30, Gold Room, Holiday Inn

1. Video Initiative

2. Cdex

Advanced Microprocessors

Sunday, 2:30 - 4:30, Crystal Ballroom, San Franciscan Hotel

1. Intel

2. Zilog

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